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WEEKLY BULLETIN

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Volume 17

DETROIT, MICHIGAN, SEPTEMBER 7, 1943

No. 35

ARCHITECTURAL PROFESSION NEEDS A VOICE

By LOUIS LA BEAUME, F.A.I.A.

The objects of the A.I.A. are clearly stated in Section 2, By-Laws. Do they still hold true or do they call for modification? At the present moment the Architectural Profession finds itself in a state of utter demoralization. The causes of this demoralization are numerous. Some of them may be due to circumstances beyond our immediate control; others are not. In any event, it may be well to consider them seriously and to analyze and discuss them with courage and candor.

It is shocking to discern so many symptoms of confusion in all the talk that goes on about architecture and the future of the architect. Even the old terms "Architecture" and "Architect" are being used more and more sparingly, as though they might hint at some taint or stigma. To refer to architecture as an art is no longer permitted in certain circles, and any chance reference to beauty makes the average architect hang his head in shame.

Until a few years ago the architect believed in himself and in the dignity of his calling. He was respected in his community as a man apart from the jerry builder or the structural engineer. By reason of his special qualities and as the result of his training, he had been able to cultivate the public appreciation of Architecture as an Art, differentiating it from mere building. Owing largely to the leadership and inspiration of the Institute he had succeeded in organizing his professional concepts in such a way as to win the respect of the more intelligent elements of society. By them he was considered not a futile visionary, a dilettante, but a man of taste, judgment and sound, practical sense. His instinct for order and his skill in plan and design were supplemented by a feeling for and a knowledge of fundamental structure. With sufficient administrative ability to correlate and combine the various elements and crafts involved in each special task entrusted to him, he served society efficiently and faithfully. He was indeed the Master Builder.

What of the Architect's status today? He feels himself not only unwanted but scorned. He apologizes for his past virtues simply because he hears them vociferously described as vices. And there is no health in him.

I do not believe that this debility is wholly due to the impact of the war. Or because building for "commodities firmness and delight" seems to have ceased for the moment. The roots of our sickness lie deeper. The loss of employment is hard to bear, but the loss of one's self respect is not to be borne at all.

"Who steals my purse steals trash! But he who taketh

DINNER MEETING DETROIT DIVISION, M.S.A. DETROIT CHAPTER, A.I.A.

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FRIDAY, SEPTEMBER 10, DINNER AT 6:00 P.M.
CHAPTER BOARD WILL MEET AT 4:00 P.M.

The dinner was previously announced as exclusively for Chapter members. Note that this has been changed to a joint dinner meeting.

Meeting of Architects' Civic Design Group will start at 7:30. \$1.75 dinner for \$1.00, Chapter pays the difference.

NO OTHER NOTICES WILL BE SENT NO RESERVATIONS NECESSARY

away my good name steals that which enriches him not, and makes me poor indeed."

Must we then stand idly by and allow others to steal our good name, or deride it and trample it in the dust? I think not.

The assault against the ancient and honorable (and beautiful) art of architecture should be faced squarely unless we are content to let the very spirit of Architecture become a mere historical memory. Can we afford to let the case against us go by default? An innocent bystander may command some measure of sympathy; but a guilty bystander will command neither sympathy nor respect.

In assessing the forces which are insidiously and even openly undermining the prestige of the profession and the

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BEGINNING WEEK OF SEPTEMBER 3rd

Dorothy McGuire—Robert Young
Ina Claire in

"CLAUDIA"

COMPANION FEATURE

Geo. Sanders in

"APPOINTMENT IN BERLIN"

FTER HOUSES IN POST-WAR ERA

Evolutionary Progress, Not Miracles, Says Stowell

Greatly improved houses will be built in the post-war era, but they will result from evolutionary progress, not miracles. This is the view of Kenneth K. Stowell, editor of *Architectural Record*. In an editorial in the July issue of the magazine he says, "The house of the future will perform the same functions as the house of the past—the house of the present. The functions of this house will be to provide shelter, privacy, comfort and convenience." With regard to the house itself, Mr. Stowell states that it will have rooms thoughtfully planned for maximum use of the space enclosed. It will have foundations, floors, walls, ceilings, partitions, roofs, and openings; window panes will be of transparent materials. Installed equipment will provide for heating, air-conditioning, sanitation; pipes will carry water and remove waste. There will be automatically-operated refrigerators and food-preparation will be facilitated by many electrical devices. There will be a garage for the family automobile, perhaps in time a garage for the family helicopter. In short, as to general functions and characteristics, the house of the future will be very similar to the familiar house of today.

Respecting new production methods and uses of new materials, the statement continues: "The house of the future will probably be put together more rapidly than the houses of the past, thanks to the evolving techniques of the

building industry. Materials and equipment that can be produced in the factory in easily handled sub-assemblies will be available to be incorporated in the building at the site.

REGARDING MR. STEBBINS

In the Weekly Bulletin of August 17 appeared an article about a man who represented himself to be a Mr. Stebbins, an architectural draftsman out of employment. He had called on several Detroit architects, asking for help and presenting a story of his ill fortune.

The article expressed doubt that his real name was Stebbins, or that he was an architectural designer. It appears now that both of these are true. Word comes from Chicago that Donald M. Stebbins was a member of the Class of 1913, Armour Institute, Chicago, that he was quite a success after graduation, both in designing specially built furniture and in interior architecture. He also was a real money maker in the securities business, so it is said, while his ability as a designer in period work and his sense of proportion and discernment of correctness of things artistic were excellent.

During the depression, however, it seems that he met his downfall, when he appeared in Chicago architects' offices in a bedraggled condition, well enough physically but ill mentally. His failure was of the sort that seldom obtains help or understanding from anyone, and his need for years has been for someone friendly or patient enough to help him recover from the ravages of drink.

"If he could be given active employment," one writes, so that his mind would be occupied he might surprise observers. He is a natural born salesman in architecture or in anything else. He is energetic and can go after a thing when he wants it. While I do not believe in forever bailing out anyone, I do feel that fair treatment might go a long way toward helping this man put himself back on his feet firmly enough to be able to stay there."

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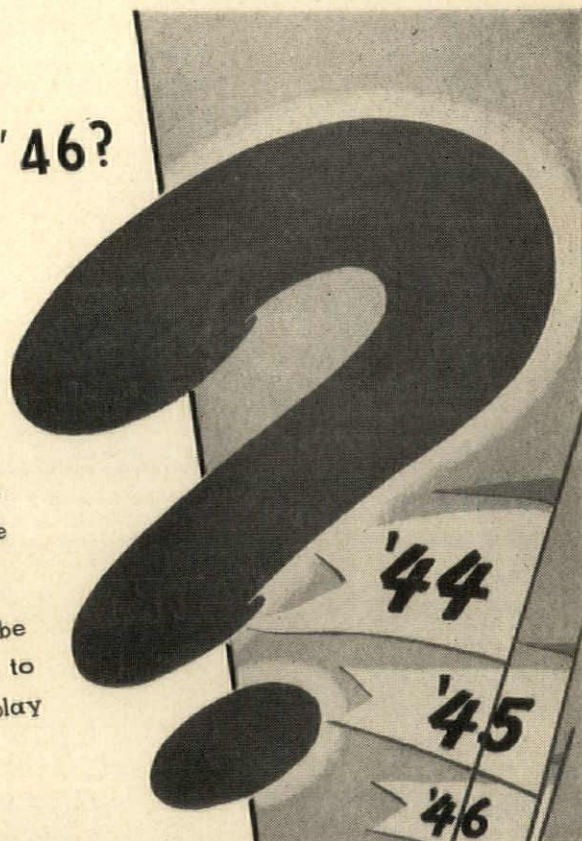
DETROIT

WHAT'S AHEAD FOR ARCHITECTS IN '44? '45? '46?

No one can predict just when the war will end. It's safe to say, though, that the architect who has looked ahead, planned for the war's ending, will be better to confront post-war problems.

For this reason we urge architects to acquaint themselves now, with the many advantages gas has for both domestic and industrial applications. Prospective customers will want to know more about gas, the modern fuel.

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with interest by large numbers of people. These articles are not always written by professional men. In fact, the most effective of them are written by professional writers. The possibility of preparing a series of articles on subjects affecting architecture, and the architectural profession, might well be considered. Journalists and publicists of reputation might be consulted and induced to contribute to such a series. The writers might be reimbursed wholly, or in part, by the magazines publishing the material.

I do not know how close the relationship of the Committee on Education with the Schools or Architecture is at the present time. The Committee on Education may hold views divergent from those expressed herein, but when, as, and if the Institute decides to redefine, or reaffirm its credo, a closer alliance with the schools will be of great value.

I realize that there is nothing new or original in any of these ideas. I offer them only because criticism without constructive suggestion is futile.

KAHN ESTATE OVER 2 MILLION

The estate of Albert Kahn, world-famed Detroit architect who died last Dec. 8, was listed at \$2,123,396.04 in an inventory filed recently in the court of Probate Judge Thomas C. Murphy, Detroit.

Largest item in the appraisal consisted of stocks valued at \$1,776,211. Other items included cash, \$266,789 real estate, \$59,023, and bonds and miscellaneous investments, \$21,371.

Mr Kahn's will, filed Jan. 7, listed numerous philanthropic bequests, and put the residue of the estate into eight trusts—two for each of his four children—Mrs. Ruth Rothman, Mrs. Rosalie K. Butzel, Mrs. Lydia Winston and Maj. Edgar A. Kahn.

Among twenty-one members, including six state officials, appointed to the Illinois Post-War Planning Commission by Illinois' Governor Dwight Green, are D. H. Burnham, Chicago Architect and Walter H. Blucher, director of the Council of State Governments.

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LA BEAUME (Continued from Page 1)

faith of the Architect in himself and in Architecture, it should be made clear that we are not primarily concerned with the quarrel between the Conservatives and the Modernists. History affords sufficient evidence of the evolutionary process to render such debate idle. Architecture should, and does, adapt itself to changing conditions. It always has and it always will. The modernism of today may well be as outmoded tomorrow as the Victorian modernism, or Art Nouveau, of yesterday is outmoded today. We are concerned, however, with the complete denial of any esthetic values whatsoever and the emphasis by the modernists on mere utility and material functionalism. In this denial and this over-emphasis, we see the negation of those intangible spiritual values which are the essence of true Architecture.

Recognizing the danger of this doctrine to the very existence of Architecture as an Art of profound cultural significance to society, the time seems to have come for a redefinition of the objects for which the Institute was founded. This redefinition is imperative for another reason less important perhaps for the preservation of the real spirit and substance of Architecture, but vital to the continuity of those professional ideals which have been laboriously formulated through the years by the Institute.

One every hand these ideals are being undermined by Government, by industry, by the press, even by the Architectural profession itself.

Our battle against the encroachments of Federal, State and Municipal Bureaus into the field of private practice has not been crowned with success. We have lost ground and very likely shall continue to do so, for the tides are running strongly against all kinds of private enterprise everywhere. We could muster no valid argument against this trend were not the character and dignity of Architecture itself involved. Our selfish interests, and professional privileges would count for little were we certain that Architecture might be thus ennobled and society thus enriched.

But we cannot be sure while so many voices within and without the profession are acclaiming the virtues of standardization, mass production, prefabrication and stereotyped design. We may excuse much and resign ourselves to many errors in the exigency of the war effort; but it can scarcely be denied that we are witnessing a steady and increasingly rapid deterioration not only of what we were proud to call Architectural design, but of craftsmanship and building integrity.

Were this condition only temporary it might be borne with equanimity. But it is seriously proposed by the spokesmen for industry that all building effort be *integrated*; and all the elements concerned in the designing and planning in the mining or manufacturing of materials, and their fabrication, transportation and erection be co-ordinated and streamlined into one vast, smooth running (?) entity, for the mass production and sale of—what—of houses to be lived in, churches to be worshipped in, plants to be toiled in, whole cities to be foiled in.

The Architect is asked to connive in this grandiose arrangement. He is pointedly threatened with complete and utter extinction, if he does not choose complacently to play a minor part in this vast merchandising and sales organization. The old professional relationship between Architect and client is to be swept away. The idea has worked well in the ready-to-wear clothing industry. The American public buys packaged goods of all sorts. We have proprietary medicinal products, why not proprietary building (or Architectural) products? Why indeed not packaged sculpture, packaged painting? We are on the march toward a higher finer, richer civilization. So say the editors of our Architectural Press. So say the exponents of the new ideology.

We have no answer, we have only an inner faith. We have no Journal, no pulpit, no rostrum from which to combat this sophistry. We have only the still small voice of conscience—and the Institute.

It may be that the fears of the writer will be considered morbid and his ideas dismissed as reactionary. But when,

as Charles Maginnis has said, the Professors cease to profess, it is time to take stock of our few remaining values.

We need not bother about the older generation. It is the destiny of the younger generation which is at stake. It is they who call for leadership. We can only hope to kindle in them a renewed respect for:

The pure Spirit of Architecture.

The dignity and value of fine Craftsmanship.

The honor of the Professional Ideal.

In doing thus we will bequeath to them a priceless heritage.

These values are all that count.

They have little to do with such correlatives as Unification, Registration, Disciplinary Procedure, Schedules of Fees or the Producers Council.

It is later than we think and it will not do to stifle our forebodings with the comforting assurance that the shadow will pass. The total blackout of our most precious ideals *can happen here*—is happening here.

What then, we may ask, can be done about it? No one of us has a ready answer. The easiest way would be to let things slide, and trust that when they get bad enough the human race will cry for something better. The main point to be decided now is whether or not we believe that things have gotten bad enough to call for remedial action. If we do so agree, some discussion as to what direction such action should take would be in order.

We may grant that since architecture is out for the duration, the whole subject of this discussion is academic. Even so, or all the more because this may be so, discussion may proceed in a somewhat more purified atmosphere.

It has already been stated that we have no Journal, no Pulpit, no Rostrum. We have dispensed with the services of our publicist. How, then, are we to express our views and convictions, whatever they may be, to the profession, to the architectural schools, and, quite as importantly, to the public.

First—As to the lack of a Journal.

The Octagon has published the report of Mr. Talmage C. Hughes, Chairman of the Committee on Public Information. The proposals of Mr. Hughes are not new, and have been considered and rejected by previous Boards. On their face they would seem to be inconsistent with the criticisms just referred to against the policies of the existing architectural magazines. There is, however, enough merit in Mr. Hughes' suggestion to warrant a closer analysis. It is quite possible to conceive a Journal fostered by the Institute, which would appeal not only to Institute members, but to the profession at large, and which might be supported wholly, or in part, by such types of advertising as would not infringe on our ethical sensibilities.

2—The lack of a Pulpit.

It is true the Institute possesses no pulpit from which to address the public. It does, however, have a kind of pulpit in every Chapter. Should the Board of the Institute succeed in formulating a clear statement of policy, regarding the fundamentals listed above, means might easily be found to communicate such a statement, by word of mouth, directly to each Chapter membership. The resulting discussion would greatly hearten the membership, and might go far toward dispelling doubt, and binding it more closely to the Institute. Such procedure would have little news value, though it might conceivably strengthen morale.

3—The lack of a Rostrum.

To reach the general public and instill, in the public mind, a clearer conception of architectural values, further action might well be considered. The terms "Mass Housing," "Quantity Production," "Pre-fabrication," "Streamlining," "Town Planning," "Integration," etc., etc., have reached the public ear, and even though their implications have not always been understood, they have prepared the public mind for further discussion.

Certain publications have a considerable circulation among the more intelligent and thoughtful elements of the nation. Articles, not necessarily based on spot news but discussing intellectual, spiritual, and social values, find their way continually into such publications and are read

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No. 36

MOTION PICTURES COULD INTEREST PUBLIC IN POSTWAR PLANNING

We have heard considerable about post war planning and how to coordinate action for its accomplishment. Perhaps the most important part of the problem is to awaken the public to the importance of such planning.

Mr. William J. Meyer, A.I.A., of Pasadena, Cal., says that motion pictures could do the job. In support of this idea he suggests the following:

1. Approximately 80,000,000 people see motion pictures each week.
2. Visual education is very effective.
3. Things can be produced and dramatized on the screen with comprehensive realism.
4. The Picture Industry is staffed with capable architects, artists, and other technicians who can work out the models, details, sets, and background of photography required to film almost any sort of problem.
5. Am sure the public at large is yearning for constructive pictures such as this subject would offer.
6. The men in the armed forces would be greatly stimulated by films of this nature. It would make their sacrifices seem worth while.
7. I believe the proper government agencies would back such a program.
8. It will be a challenge to the motion picture industry to cooperate in the production of something really beneficial to their country.
9. A chosen theme should dominate the organizing and direction of such a program. For example: "BUILDING AN ENVIRONMENT WORTHY OF A FREE PEOPLE."

Amplifying further on this subject, Mr. Meyer says, "To facilitate methods and save time the preparation and production could be handled by having a carefully selected

representative or representatives (as required) employed on the studio's pay roll, as technical advisors, cooperating with an experienced studio producer, writer, and the Art Department, and also acting as the architects' official representative, assembling data from far and near from the many interested sources and aiding in the conversion of this material into a drama having entertainment value and human appeal.

"The idea is to have a series of monthly moderate-length shorts, rather than one big 'super duper', which could be shown to our armed forces as well as to the civilians on the home front. The good will and prestige or the profession would be greatly bolstered by such a program.

"Statistics should be assembled on the number of areas in the nation now interested in or sponsoring post war work, plans, etc., as this will be helpful in convincing the studio of public interest in the subject.

"It may be a difficult task to conclude a satisfactory deal with the Picture Industry, or it may prove to be a most welcome idea; no one can say until it is presented. Support from allied industries (who would also benefit from it) would aid the cause.

"Work, and plenty of it, is going to be a major post war need and it should be the kind of work resulting from

See MOTION PICTURES—Page 3

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A POSTWAR JOB FOR ARCHITECTS

By L. Morgan Yost, A.I.A.

The window is that wonderful invention that allows us to see right through a wall. Unfortunately, though we want to look out, it is difficult to keep others from looking in at times. This can be embarrassing. So we put up window shades which we always keep at half-mast. Of course we might have made the window that much smaller in the first place, but that would cut down the amount of ventilation, which is another function of a window. The ventilation makes the shade flap in the breeze anyway, so we open the window from the bottom if it is that kind of a window, but that is not very effective because it throws the draft directly on us—and besides the hot air which we wish to exhaust is at the top of the room.

In the daytime, of course, we keep the window closed unless it faces away from the sun. We don't keep it closed because we want to, but because the sun would make the room too hot and would fade the rugs and upholstery. So it is necessary to close the draperies which were invented to dress a window and to nullify its original purpose. And when the draperies are pulled shut it would do little good to open the window because the zephyrs couldn't get in and a stiff wind would blow the draperies, knocking the talismans in their vase off the drum table, which has been placed in front of the window, not to hinder enjoyment of the window but for the fatalistic reason that the window couldn't be enjoyed anyway.

The window is further obliterated by an accessory known as a screen which keeps insects out and father busy. It spoils the appearance of the window from the outside and the landscape from the inside—and father's temper in the spring and fall.

One window, furthermore, is not sufficient for an opening—if indeed it may be called an opening. In the wintertime another is placed in the same opening. This, too, spoils the appearance from the outside as well as father's good nature.

Obviously we must get the functions of a window straightened out before the public gives up the whole idea as a bad job. Here we have a postwar job of the greatest magnitude which we architects must not lose sight of while postwar planning whole counties. Perhaps if we had done the small jobs better we would not have to fight so hard now for the larger ones.

J-M CORPORATION (Continued from Page 3)

personal relation to the building industry and to the public they respect and support the architect's position, follow his requirements and instructions and do not in any way sanction undercutting or by-passing members of the profession whether on work being done by J.M. or in dealing with their products without the necessity of an architect's intervention.

If you do not mind the suggestion, it would seem to me a reasonable thing that a communication of this sort should not be given the publicity which is occasioned by its appearance in the bulletin of a professional society; the forwarding of the communication to J.M. would have brought a courteous answer on their part. Indeed, I have no doubt that Mr. Wiegand could himself have secured a completely satisfactory explanation if he had cared to settle the score with the manufacturer instead of through the public press. In all friendliness, may I suggest that the publication of the letter was not characteristic of your attitude or of the Michigan Society toward members of the building industry.

R. H. Shreve

FOR DEFENSE



THE BUILDING CODE —A LIVING DOCUMENT

Wide-spread use and respect commanded by a building code depends upon its being composed of a reasonable set of requirements and upon its being continually revised to meet current methods and needs.

Promulgation of a building code in the first place is a long and tedious process, requiring assistance and advice of all interests affected, from the building public to material manufacturers, engineers, architects, and finally, the enforcement agency, i.e., the building department or building inspector.

Comprehensive revision of a building code which has not been revised for many years will be as tedious and difficult as writing a new code. Constant revision of a good basic code on the other hand is a comparatively simple process requiring a certain amount of engineering background, open mindedness, and alertness of public need and changing conditions.

Because of the broadness of the field, however, even this last process of revision is more than can be undertaken by one building department. Therefore, the ideal situation is one in which a good basic code has been adopted and put to the test of extensive use with constant revision by a committee which has considered changes submitted by others as well as initiating improvements of its own.

A glance at the development of the Uniform Building Code illustrates the problem. The need for a basic building code was recognized many years ago and it was this fact that brought about the formation of the Pacific Coast Building Officials Conference in 1922. The 1927 edition of the Uniform Building Code was five years in the making. During those years, typewritten copy, galley proofs and a tentative draft were circulated widely to authorities all over the country for criticism and revision. The first edition was adopted by about 30 cities and after trial by use in other cities, improvements were incorporated and subsequent editions appeared at frequent intervals. The policy has now been established of publishing a complete new edition each three years, beginning with the 1937 edition, with yearly printings in other years. The 1943 edition of the Uniform Building Code is being carefully checked by the Code Changes Committee to be available for distribution during the month of May.

From experience the Conference has found that as a group the Code Changes Committee since its inception has consistently done a conscientious, thorough and constructive job. The Committee hopes this year to continue the able work of its predecessors in acting as expert policeman, judge and jury combined.

(By Cassatt D. Griffin, Chairman Code Changes Committee
Pacific Coast Building Officials Conference)

DID YOU FORGET?

A book taken out 114 years ago was returned to the Detroit Public Library a few days ago by John W. Brear, 7654 Dexter. The long-absent opus is volume one of Fenelon's "Adventures of Telemachus," written in French with the English translation on the opposite pages. It was published in 1804.

Pasted to the inside of the cover is the bookplate of the Detroit Library. This early library existed from 1817-1833, when it merged with the Detroit Young Men's Society, which later turned over both of the organizations' books to the present Detroit Public Library.

That the "Adventures of Telemachus" is at least 114 years late in getting back to the library is certain. The November 12, 1829, issue of the "Detroit Gazette" lists it among the books lost by the Detroit Library.

Brear says he found the book among some volumes which he inherited from the widow of William Harrison, a descendant of President Harrison. It is believed that William Harrison acquired it when in 1892 he bought the household effects of Henry P. Baldwin, Governor of Michigan from 1869-1873. Governor Baldwin or some member of his family apparently borrowed "The Adventures of Telemachus" from the old Detroit Library and just forgot to return it.

HARRY M. DENYES, JR., A.I.A.

Harry M. Denyes, Jr., A.I.A., has reported for active duty with the U.S. Army Air Forces as an aviation cadet. Harry, who has been employed in Detroit architects' offices, will train to be an armament officer in the ground forces. He states that he will miss his architectural work and his many friends here, and it goes without saying that they will miss him. Our best wishes go with you, Harry.

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M.S.A. BOARD TO MEET IN SAGINAW

John C. Thornton, president of the Michigan Society of Architects, has announced that the board of directors of the Society will meet in Saginaw on September 29. Robert B. Frantz, vice-president, is in charge of local arrangements.

Chairmen of committees have also been requested to attend and submit reports of committee activities to date, Thornton states.

As this will probably be the only directors meeting held outside of Detroit this year a good attendance is expected.

MOTION PICTURES (Continued from Page 1)

orderly prepared planning, and this could be effectively dramatized on the screen."

"This sort of thing would stimulate the imagination and vision as well as set a pattern of thinking in the right direction. It offers an opportunity for real leadership and I can think of no more worthwhile undertaking for the architectural profession."

Says Mr. Samuel E. Lunden, president of the Southern California Chapter of The American Institute of Architects:

"Suggestions on public information for the profession of architecture are constantly being offered and somehow I like to entertain new ideas presented by members of our Chapter. Once in a while an idea appears to have unusual merit. The one presented here comes from a new member who is connected with the motion picture industry. He addressed a letter to me, outlining a program of Public Relations, which if put into effect, I am certain would become a vital factor in placing the architect before the public.

"There is nothing which makes a stronger impression on the mind than visual pictures. The public schools are using this approach to education. The motion pictures today are assisting greatly in developing public opinion in regard to the War Effort. I feel that a picture, or a series of short films depicting Post-War planning in the physical sense, with the architect as the coordinating element, would be equally as effective.

"Some time ago Walter Wanger produced a film called 'The City,' which was very well handled. I am sure that a series of films built around Post-War, (a) Dreaming, (b) Planning, and (c) Execution, and showing comparative Post-War and Pre-War living conditions would do a lot to promote Post-War development and place the architect before the public. I do not believe it would require money, but it would require very close collaboration between the architects and the motion picture producers. It may be that the planners in the Government could be interested."

A GREAT BUILDER LOOKS AHEAD

One day recently there appeared in our newspapers extracts from two speeches which, taken together, tell us how the war is going to come out—and why. The first speech, picked up from Radio Rome, described the 10-day ships built in the Kaiser yards as "a phantom vessel born not of a cool mind, but of an imagination excited by whiskey. There is a limit to everything. No one can build a 10,000 ton ship in ten days."

The other speech was made by the man who found out how to build these "phantom vessels" in ten days, Henry J. Kaiser. You may have read it but read these brief extracts again. They show conclusively that Mr. Kaiser is more than a great builder; that he has imagination, vision, foresight and courage far beyond that of most men. Speaking at a dinner given him by business and professional men at Oakland, California, Kaiser said, in part:

"A very considerable number of men are fretting themselves because of tomorrow. In a general way their thoughts run about like this:

"What will we do with all this expanded plant and equipment when peace is declared?"

"What will the new army of trained labor do when war is over?"

"How can we dare to invent and adopt new processes of production which render obsolete millions of dollars worth of capital and hundreds of tons of equipment?"

"I wish I had the eloquence and the affluence to raise my voice just once so that it would reach every man, woman and child in these United States and say that we not only do not need to have a post-war depression, but, on the contrary, the very day that peace is declared America can enter on the period of her most promising prosperity; her greatest agricultural and industrial expansion, her greatest individual and social opportunity, and, last, but not least, her greatest chance to become the hope of the nations of the world which will set themselves to the gigantic task of rebuilding the devastated areas.

"Building is my business and I do not hesitate to say that the re-building of the productive wealth which this war has destroyed is going to be the greatest job which man has ever tackled.

I shall be the very last to urge that there is any benefit in war, but, nevertheless, we have a right to contemplate at least one extraordinary prospect. We are getting rid of a lot of junk. The obsolete, the outmoded, and the worn out is being melted down and fashioned into fighting equipment. Perhaps never before in the whole industrial era has obsolescence operated as extensively as it does today. When peace comes, why not turn the obsolete, worn out, and ruined armament into the materials of reconstruction?

"If America would determine now to rid itself of every pessimistic forecast, we could take all of these issues in stride. Our only possible hope for servicing the American debt is production—and more production—on a scale and with a vision and daring never before undertaken."

CONCERNING THE J-M CORPORATION

There has just come to my attention the note addressed to the Bulletin by William Wiegand of New York, complaining of treatment of the architects by Johns-Manville Corporation. The criticism which is made does not refer to a matter which is of principal importance, nor could it be considered an evidence of the attitude of Johns-Manville toward the architects. The preparation of a shop drawing is in the hands of persons in no way responsible for the policy of the Company and there could very well be, on the part of a draftsman, a mistake such as the omission of the architect's name, particularly where the order is not always identified as one coming to the manufacturer with the architect's cognizance or with information as to the architect's relation to the drawing in question.

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See J-M CORPORATION—Page 5

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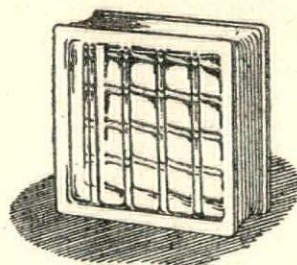
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Volume 17

DETROIT, MICHIGAN, SEPTEMBER 21, 1943

No. 3

ARCHITECTS GROUP STUDIES CITY PLANS

An Architects' Civic Design Group which will investigate and make specific proposals on the planning problems entering into the preparation of the Master Plan for Detroit has been organized under the chairmanship of Branson V. Gamber, newly appointed to the Detroit City Plan Commission. Eliel Saarinen will act as consultant. Other members of the executive committee are Buford L. Pickens, secretary and vice chairman; Suren Pilafian; Amedeo Leone; Aloys Frank Herman; and Arthur K. Hyde.

The group will prepare broad studies for the physical redevelopment of specific parts of the City and present their findings for general discussion. Working on individual projects, as for example parking in the central business district, or neighborhood shopping, the architects will analyze the needs and potentialities of specific areas and functions and make recommendations on the general methods of approach to those problems. It is expected that proposals will be publicly presented during the winter at a general exhibit, lectures and meetings, and through reproductions in local and national publications.

The work of the ACD Group will serve a twofold purpose: By emphasizing the varying relationships of the problem to the City as a whole rather than the treatment of individual buildings, it will prepare members of the architectural profession for large-scale planning they may be expected to do in the future. Of even greater importance to the City, it will stimulate public discussion of specific proposals, thereby assisting the Commission in obtaining varying solutions to the major problems of planning the City.

The commission feels that only by widest collaboration of professional and citizen groups will Detroit achieve a Master Plan attuned to the needs and aspirations of its people. For this reason, it will be glad to discuss projects and to make the data and findings gathered by its staff available to this and other groups.

The following architects are participating in the Architects' Civic Design Group:

Charles E. Bates, George J. Bery, H. Sanborn Brown, Derrick and Gamber, George F. Diehl, J. Ivan Dise, Clair W. Ditchy, Alex Donaldson, Giffels & Vallet and Rossetti, Edgar D. Giberson, Hewlett, Luckenbach and O'Dell, Harvey Hoffmaster, Talmage C. Hughes, Arthur K. Hyde, Joseph P. Jogerst, W. E. Kapp, Joseph Leinweber, Amedeo Leone, Leslie M. Lowery, George D. Mason & Associates, Earl W. Pellerin, Buford L. Pickens, Milton W. Pettibone, Suren Pilafian, Louis G. Redstone, A. F. Rothschild, John Skart, Eberle M. Smith, N. Chester Sorensen, J. Robert F. Swanson, Jonathan A. Taylor, Dirk Van Reyendam, Winn and Brezner, Frank H. Wright.

Members of the ACD Group have undertaken the following projects:

Redevelopment of three specific blighted areas with particular regard to the effect of assuming different size type and density requirements.

Riverfront development including parkways, drives, etc.

Express freeways including suggestions for the design of the structure as well as the selection of location and the design of adjacent areas.

Public Park and Recreation Center in a specific location.

Setting for a Convention Hall in a specific location.

Civic Center Development in a specific location.

Neighborhood Residential Unit in a specific location.

Neighborhood Community Center in a specific location.

Neighborhood Shopping Center.

Development of foot of Woodward Avenue showing treatment of terminals for bus, taxi, excursion boats, etc., with Woodward Avenue, and Riverside Drive built at different levels without interchange.

Cultural Center, including redevelopment of area adjacent to proposed Wayne University Campus, and group of cultural buildings adjacent to the Institute of Arts, consisting of such buildings as Planetarium, Natural History Museum, Technological Exhibit, etc.

Public Boat and Yacht Harbor.

Redevelopment of area surrounding an industrial plant in a specific location.

Municipal Airport at a specific location.

Analysis of off-street parking problems.

Municipal parking facilities in a specific location.

Redevelopment of downtown business area.

Redevelopment of Cadillac Square.

Analysis of redevelopment of Inner Boulevard area.

Key maps and coordination diagrams.

Redevelopment of area adjoining Michigan Central Depot.

Redevelopment of Royal Oak area.

Redevelopment of North Woodward Avenue.

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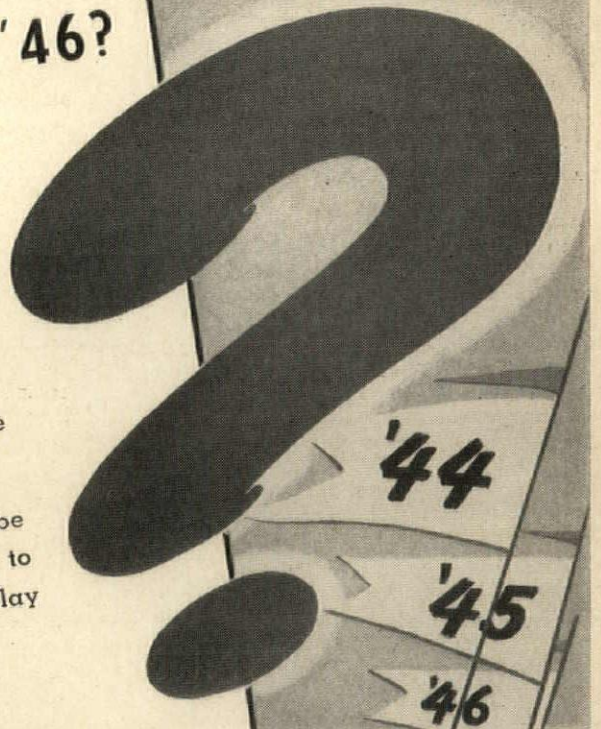
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No one can predict just when the war will end. It's safe to say, though, that the architect who has looked ahead, planned for the war's ending, will be better to confront post-war problems.

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Annually since 1915, the Detroit Real Estate Board has produced and distributed a schedule of unit costs employing cubical contents of buildings as the basis for determination of costs. The schedule, revised as of January 1st, 1943, is presented herewith.

The schedule of costs was produced primarily as a service to members of the Detroit Real Estate Board, as a guide in estimating construction, or reproduction costs and as a possible guide to appraisers. Within recent years, scores of requests for copies have come from all parts of the United States and numerous trade publications have asked permission to publish the schedule. It has been and continues to be the policy of the Detroit Real Estate Board to authorize reproduction of the schedule by recognized trade publications and by banks, trust companies, insurance companies, building and loan associations, mortgage companies, appraisal organizations, etc., for the personal use of members of those organizations but no permission is given for reproduction of the schedule for sale. Additional copies may be purchased from the Detroit Real Estate Board at 25 cents each.

The willing and painstaking cooperation of the Department of Buildings and Safety Engineering in the preparation of this schedule is appreciatively acknowledged. In using this schedule, the rules established by Commissioner Joseph P. Wolff and his department heads, should be observed. These rules follow:

"The cubical volume of a building for the purposes of determining the fees shall be measured as follows:

"From the outside of the walls and from the basement floor to the mean point of a pitched roof or to the highest point of a flat roof. The volume shall include all dormers, enclosed porches, pent houses, and other enclosed portions of a building, but shall exclude open porches.

"In the case of buildings without basements, the measurements shall be taken from the ground line, and in the case of large buildings having deep foundations, the height shall be measured from a point below the basement floor by an amount equal to 1-5 of the depth of the foundation.

"In the case of open shelter sheds and other open sheds, the volume shall be determined by measuring from the projection of the edge of the roof and from the ground line to the mean height of the roof."

The cost figures presented are presumed to represent the minimum cost at which a fairly good building of economic design, may be constructed under most favorable circumstances within the Detroit district. The costs contain architects' fees and contractors' profits and include all general items of construction and equipment, including plumbing and heating systems, elevators, etc. The schedule does not include costs of special equipment, such as incinerators, refrigeration compressed air piping, etc., and does not include the cost of financing.

As bids of individual contractors may vary from 20% to 50%, so may there be a marked variance in the costs of similar buildings erected within a single area. The quality of construction must be taken into account. The schedule presented is based upon the cost of average construction. The costs might be lessened by inferior construction or sub-

stantially increased by superior construction. In all instances the schedule should be used to reinforce rather than to supplant the experience, information and judgment of the user.

Since 1915, the schedule has been prepared under like circumstances and based upon like factors. It may be assumed, therefore, to present a rather accurate picture of the movement of building costs in the Detroit area during the past 28 years.

HAMMETT IN SERVICE

Ralph W. Hammett, A.I.A., of the College of Architecture and Design, University of Michigan, has entered the service of U. S. and reported to Fort Custer for indoctrination.

Ralph will be missed here by his many friends in the profession, as well as by his fellow members on the Board of Directors of the Michigan Society of Architects.

Paul Kasurin, president of the Ann Arbor Division, M.S.A. has announced the appointment of Dean Wells I. Bennett to succeed Hammett as director of the State Society.

PRODUCERS' COUNCIL COMMITTEES

Wayne Mohr, president, Producers' Council, appoints committees for the coming year.

Entertainment—Ward Sands, chairman; Joe Busse, Bill Cory, D. L. Prouty.

Membership—Bill Conberse, chairman; Louis Ollesheimer, Ray Depmann.

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WEEKLY BULLETIN

943 SEP 29 1943

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Volume 17

DETROIT, MICHIGAN, SEPTEMBER 28, 1943

No. 38

CITY PLANNING IN GRAND RAPIDS

One of those cross roads which frequently confront individuals, institutions, cities and nations in the course of their existence faces the city of Grand Rapids, states the Grand Rapids Herald of Aug. 29.

On Tuesday evening, Aug. 31, a large assembly of civic and industrial leaders gathered at Morton hotel to consider the question of whether the city will continue, like Topsy in Uncle Tom's Cabin, who "just grew" or whether it will, as Kenneth C. Welch, A.I.A., believes it can, "be master of its civic destiny."

The Herald article continues: Post-war planning is one of the biggest issues of our day. It is not peculiar to Grand Rapids, but a problem which faces cities across the nation.



Welch

It is the subject of a well-planned program of the Urban Land Institute, a department of the National Association of Real Estate Boards. It has engaged the serious consideration of congress—Senator Robert Wagner of New York has introduced a bill which would facilitate the redevelopment of American cities, and states and cities across the nation have planning commissions and committees, some of which already have well-formulated programs which they will put into operation as soon as possible after the war.

Will Grand Rapids Keep Up?

So, in getting started on an intelligent program of city planning, Grand Rapids is by no means going off the deep end or indulging in flights of fancy. If Grand Rapids adopts a sound planning program and adheres to it with a seriousness of purpose which survives the first flash of enthusiasm, it will have a chance to keep pace in the forward parade of American cities in the post-war era. If it muffs the ball on post-war planning, it can expect nothing more than to be left behind in the parade of progress.

The Old Order Changeth

As we have said, the need for rehabilitation is not peculiar to Grand Rapids. It is nation-wide. The shopping centers of most cities have shifted in recent years, and it is significant that the trend has been to the modernized areas, and away from the antiquated, wornout structures which have outlived their usefulness. And in almost every American city without exception, residential construction in recent years has formed a perimeter around the edges of the cities. This movement to the outskirts has left blighted close-in residential areas, where property values have nose-dived and will continue their downward spirit until a successful redevelopment program has been inaugurated.

City Luck in Leadership

While the problem of city planning is not peculiar to the city, the opportunities open to Grand Rapids under a sound planning program, we believe, are unique. First, we believe, the city is perhaps more fortunate than it realizes in having men of exceptional ability enthusiastically sponsoring a rehabilitation program.

We refer primarily to Kenneth C. Welch, member of the city planning commission, although it goes as well for C. O. Ransford, chairman of the executive committee of the Chamber of Commerce, Harry M. Taliaferro, and all the others who are unselfishly giving of their time and

See WELCH—Page 3

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September 30

WHY DETROIT IS A GOOD CITY — WHAT IS ITS INDUSTRIAL FUTURE?

Ralph A. Ulveling, Librarian, Detroit Public Library,
Chairman

Mayor Edward J. Jeffries, Jr.

William H. Leininger, Chairman, Adcraft Post-War
Planning Committee

October 7

WHAT IS HAPPENING TO DETROIT? SHIFTING SCENES AND POPULATIONS

George Stark, Detroit News, Chairman

Donald C. Marsh, Wayne University

Cecile Whalen, Director O.C.D. Volunteer Service

October 14

DETROIT PLANNERS TELL THEIR STORY (Panel Discussion)

Allen B. Crow, President, Economic Club of Detroit
Chairman

Fred Black, Nash-Kelvinator Corporation

George F. Emery, City Planner, City of Detroit

William E. Kapp, President, Detroit Chapter, American
Institute of Architects

Victor Reuther, Assistant Director, War Policy Division,
UAW-CIO

October 21

BETTER HOUSING AND HEALTH

Dr. Robert W. Kelso, Director, Institute of Public and
Social Administration, University of Michigan, Chair-
man

Dr. Bruce Douglas, Commissioner, Detroit Department
of Health

Alex Linn Trout, Executive Secretary, Citizens Housing
and Planning Council of Detroit

Charles F. Edgecomb, Director-Secretary, Detroit Hous-
ing Commission

October 28

RECREATION AND JUVENILE DELINQUENCY (Panel Discussion)

Laurentine Collins, Assistant Director, School and Com-
munity Relations, Detroit Board of Education, Chair-
man

Mrs. Geraldine Bledsoe, Acting Chief, Minorities Groups
Service, U. S. War Manpower Commission

Edward Eichstedt, Detroit City Planning Commission

Eleanore L. Hutzel, Chief of Women's Division, Detroit
Police Department

Dr. Fritz Redl, Wayne University

November 4

DETROIT'S TRANSPORTATION AND AIRPORTS

—HELICOPTERS AND HIGHWAYS (Panel Discussion)

Milton Selander, Vice-President, Detroit City Plan Com-
mission, Chairman

Allen Brett, Consulting Engineer

Lloyd B. Reid, Traffic Engineer, City of Detroit

Donald Slutz, Managing Director, Traffic Safety Asso-
ciation of Detroit

Arthur A. Looke, Wayne University

November 11

WHAT CAN DETROIT'S SCHOOLS AND LIBRARIES CONTRIBUTE?

Dr. Warren E. Bow, Superintendent of Public Schools,
City of Detroit, Chairman

Dr. Paul T. Rankin, Assistant Superintendent of Public
Schools, City of Detroit

Dr. David Henry, Executive Vice-President, Wayne
University

Ralph A. Ulveling, Librarian, Detroit Public Library

November 18

(Continued in Next Column)

THE COST OF PLANNING AND HOW DETROIT CAN MEET IT (Panel Discussion)

Foster Winters, Trustee, Urban Land Institute, Chairman;

Mayor's Executive Blight Committee, Chairman

Albert Cobo, Treasurer, City of Detroit

George Edwards, Councilman, City of Detroit

Richard Leonard, National Ford Director and Executive
Board Member, UAW-CIO

George Romney, Managing Director, Automotive Council
for War Production

Dr. Lent D. Upson, Director, Detroit Bureau of Govern-
mental Research, Inc.

FROM CARL RUDINE

A letter to Roger Allen, dated Sept. 4, 1943, indicates that Carl Rudine, our pride of the Navy, while about to enter upon the big job of his life, is still intensely interested in affairs architectural and the folks back home—including his wife!

Carl states that he was "tied up in Charleston for a few weeks," but is at a different port now after having "just returned from special mission hunting subs, with several thrills and night contacts—can say no more now."

"When this letter reaches you I'll be on my way to assist in the invasion. We are going places this time. Will add my third ribbon when returning to the States. They sure get us around in this War.

"We came out of Bermuda a 4.0 ship, the best in the DE fleet. We worked hard—almost too hard.

"I am sold on the Navy and enjoy control and operation of the ship itself. We have a fine crew and officers and I am sure we can produce. Of course, will be happy the day this war is over and I can get back to my wife and normal existence."

Carl would like to hear from his friends. Address:

Lt. Carl Rudine, USNR
USS Flaherty, (DE 135)
c/o Fleet Post Office,
New York, N. Y.

APARTMENT HEATING CONTEST ANNOUNCED

Apartment design and construction, dormant since the start of the war, has been stimulated into activity by announcement of Minneapolis-Honeywell Regulator Co. of a \$10,000 competition for the best heating designs submitted by contestants.

Using a hypothetical six-story apartment building, prizes will be awarded for designs of a system of steam heating and its control and a system of hot water heating and its control, John E. Haines, manager of the company's air conditioning controls division, said. "Contestants will assume that the design of the apartment building has progressed architecturally to the point where it is now necessary to prepare its heating layout," he said. The contest will be closed Nov. 15, 1943.

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All this panelling is "sectional" eight and nine feet in height and in beautiful dark Oak finish.

The might be the answer for some of our architects unable to get priorities at this time for such material. I understand purchases of this equipment is open for negotiation. There is enough material to finish a small library, court rooms or private offices, etc.

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ON MR. LA BEAUME'S ARTICLE

I belong to the older—the past generation—and am perhaps too rooted in the past to be heard now with any consideration; but I feel forced to urge every one in the profession who really cares for his great and important position as an artist to read carefully and consider Louis LeBeaume's article in the September 7th issue of the Bulletin of the Michigan Society of Architects. A few days ago an award was made for the best design for a post-war house and it was awarded on the basis of heating, insulating, plumbing, and kitchen conveniences, with no indication that anything except utility was considered. This is not architecture, although an essential part of the architect's service. There was no mention of beauty—which is the architect's chief concern. Mr. LaBeaume's article is a timely warning. One hopes that the younger generation will "read, mark, learn and inwardly digest it."

R. Clipston Sturgis

WELCH (Continued from Page 1)

talents because they are interested in the future of Grand Rapids.

'A Prophet in His Own Country'

It might be something of an overstatement to refer to Mr. Welch as an example of the adage that "a prophet is not without standing except in his own country," for after all Mr. Welch has been recognized by Mayor Welsh and others as eminently qualified to help direct the city's rehabilitation program, and was named to the city planning commission.

But we wonder if Grand Rapids generally really appreciates the reputation which Mr. Welch enjoys throughout the nation as an authority on city planning.

Welch Nationally Recognized

In the department store world Mr. Welch is known internationally as one of America's foremost store planners and designers and important mercantile establishments today are not planned as an entity in themselves but in relationship to the whole community in which they are located, which involves considerably more than an average understanding of city planning.

Mr. Welch, who would be the last to admit he is an authority on city planning (he says he's just beginning to learn something about the subject) is sufficiently well known as a city planning authority to have a featured article in the June issue of the American builder on post-war city planning.

In the article, Mr. Welch is referred to as a member of the A.I.A. (American Institute of Architects) Post-war Architectural Planning committee; of the Planning Commission of the City of Grand Rapids, and of the American Society of Planning Officials.

Other Leaders Qualified

Membership on committees, of course, is not always a measure of man's abilities, but we believe we have substantiated our point that Grand Rapids has in Mr. Welch a nationally recognized authority on city planning and should be aware of the fact.

Mr. Ransford is recognized as one of the nation's outstanding department store executives, and Mr. Taliaferro is nationally known as a progressive industrialist.

Grand Rapids, we believe, owes it to these and the other civic leaders who are interested in a more attractive and a more vibrant community, to lend an attentive ear and if their suggestions sound reasonable and desirable, to cooperate to the fullest extent.

A Motto and a Memorial

It will reflect to the future benefit of the city and its citizens generally, as well to the interests of the property owners involved personally, if Grand Rapids gets together on a sound program of city planning—a program which will not be regarded as a mere measure of expediency to help the city to transfer back to peacetime pursuits, but a well-thought out plan which in succeeding decades will make Grand Rapids worthy of its motto—a good place to live—and serve as a memorial to the motivating spirits in a great movement.

URGES JOINT LOCAL EFFORT TO SPEED PUBLIC WORKS PLAN

Russell G. Creviston, chairman of the Postwar Steering Committee of The Producers' Council, says that a survey of the postwar construction outlook conducted in a recent meeting of the Council's Postwar Steering Committee disclosed that long delayed and badly needed public works undoubtedly must be relied on to furnish an important share of employment in the construction industry during the critical first year immediately following termination of the war production program.

"Careful estimates indicate that fully two million jobs can be created for that emergency period if public works projects are put in shape to start as soon as manpower and materials are released from the war program," Mr. Creviston, states.

"Yet reports from most communities indicate that little advance planning is being done to meet this employment emergency. While some progressive municipal, county, and state officials have the job well under way, the great majority so far have made little real headway and some are completely neglecting this urgent problem.

"According to a report from W.D.M. Allan, Portland Cement Association, chairman of the postwar committee on employment, plans for highway construction are fully completed in many cases or well under way. However, projects calling for the construction of new schools, hospitals, bridges, sewerage and water systems, and other needed improvements in most instances are still in the wishing stage, so far as the committee could learn.

"Past experience shows unmistakably that 12 to 24 months often are required to develop public works projects to the point where contracts can be let and work actually can get under way. During that interval, construction workers necessarily remain idle.

"To prevent this costly delay in reviving employment in the period immediately following cancellation of war contracts, the Producers' Council proposes that the entire construction industry, including architects and engineers, real estate operators, builders and contractors, and building materials dealers, as well as producers of materials and equipment, join together in efforts to spur local and state officials into action.

"There is no time to be lost. The signal for the resumption of non-war construction could come at an early date. Even if the restrictions on non-war building remain in effect for twelve more months, every day of that time will be needed to decide on projects, select and acquire new sites, draw up plans and specifications, arrange the necessary financing, and obtain bids.

"Even when all other preliminary steps have been completed, the time required to arrange for financing, which often requires legislation, may prove to be a serious source of delay.

"The Council recommends that leaders of the construction industry in every community join forces and confer with local officials in order to stimulate immediate action. When that is done, the unemployment gap between war production and full peacetime building activity by private capital can be effectively bridged.

"Preliminary inquiries indicate that general contractors as well as architects, real estate men, and others stand ready to start this effort in full force. The Producers' Council, representing the manufacturers of materials and equipment, offers its full support through its national organization, its local chapters, and its member companies and associations."

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Special Nozzle used
to apply Bedding
Cement

Out of the Plastic Products Laboratory has come a revolutionary advance in glazing wood sash—a better method and a better material. The glass is bedded in Plastoid Elastic Bedding Cement making a rubbery bond that will allow for all contraction and expansion and absolutely prevent leaks. Then the facing is applied in the usual way, with Glaza-Wood. The method and the material produce no-leak glazing, and eliminate the other faults characteristic of the old procedure . . . Write for descriptive literature.

PROVEN BEST BY ACTUAL TEST

For complete details see Sweet's Catalog, Vol. 18, Page 13

PLASTIC PRODUCTS COMPANY
Established in 1914
 DETROIT—CHICAGO
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PLASTIC PRODUCTS CO., INC.
 NEW ORLEANS

BETTER LIGHTING SPEEDS WAR WORK

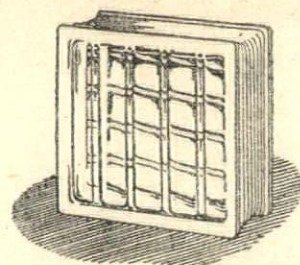
The WPB recommends that every war plant have an adequate and well-designed lighting system, to increase production, improve workmanship, reduce accidents, reduce spoilage and increase speed of inspection.

Detroit Edison lighting advisors are prepared to cooperate with architects in planning good lighting for war industries, for the most efficient use of materials and electricity.

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